

**REMARKS**

I. Summary of Office Action

Claims 1-66 are pending in this application.

The Examiner objected to claims 1 and 34 for lacking certain formalities.

The Examiner rejected claims 1-66 under 35 U.S.C. § 102(e) as being anticipated by Schein et al. U.S. Patent No. 6,388,714 (hereinafter "Schein").

II. Summary of Applicants' Reply

Applicant has amended independent claims 1 and 34 to more particularly define the invention and to correct an informality. No new matter has been added by the amendments.

III. Summary of Telephonic Interview

The Examiner, the Examiner's supervisor, and the undersigned conducted a telephonic interview on April 20, 2004. The undersigned wishes to thank the Examiner and his supervisor for the courtesies extended during the interview. Details of the interview will appear in the discussion below where appropriate.

IV. Applicant's Reply to the Objection of the Claims

Claims 1 and 34 were objected to because the Examiner contends that the phrase "a electronic guide" should be written as "an electronic program guide".

Applicant has amended independent claims 1 and 34 to conform with the Examiner's suggestion, and therefore respectfully requests that the objection be withdrawn.

V. Applicant's Reply to the  
Rejection under 35 U.S.C. § 102(e)

Claims 1-66 are rejected under 35 U.S.C. § 102(e) as being anticipated by Schein. Applicant respectfully traverses this rejection.

Applicant's claims 1 and 34 refer to a system and a method for presenting an electronic program guide. Claims 1 and 34 specify receiving program guide data. Claims 1 and 34 have been amended to specify presenting the program guide data as program listings for a plurality of television programs, wherein at least one of the plurality of television programs is a graphically branded television program.

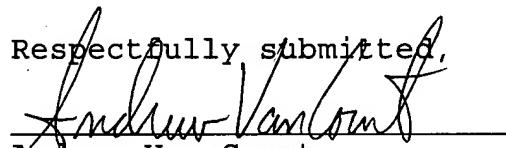
In the telephonic interview, an agreement was reached to amend independent claims 1 and 34 to more particularly define the invention. Accordingly, applicant has amended independent claims 1 and 34 to specify that at least one of the plurality of television programs is a graphically branded television program.

Therefore, at least in view of the amendments to independent claims 1 and 34, and the telephone interview of April 20, applicant respectfully submits that claims 1 and 34 are allowable over Schein.

Accordingly, applicant respectfully requests that the rejection under § 102(e) be withdrawn.

VI. Conclusion

The foregoing demonstrates that claims 1-66 are allowable. This application is therefore in condition for allowance. Reconsideration and allowance are accordingly respectfully requested.

Respectfully submitted,  
  
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